

### The Evening World.

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### PROFITEERING AND PROGRESS.

**R**EALTY experts, so called, continue to find menace of disruption and disaster in The Evening World's demand for a full and open discussion of facts and figures to establish the point at which rent raising in this city ceases to be fair and becomes profiteering.

With property owners reducing their mortgage indebtedness from \$300,000,000 to \$500,000,000 since the beginning of the war, the suggestion of a legislative curb on rent boosting fills Secretary John L. Parish of the New York Board of Title Underwriters with alarm lest "the city's credit be shattered" by a reduction in the market value of its total realty.

The more important lending and investment interests would feel confident of carrying the market successfully through the war strain if the steadily growing demand for the use of real property could be allowed undisturbed to regulate rents in accordance with economic law.

"Economic law" being, we take it, for Mr. Parish, the special local conditions with which realty operators in New York are familiar and upon which they have based their methods.

Would Mr. Parish maintain that the present status of realty in New York is so incapable of modification or better definition, either for its own interests or for those of the public, that there is nothing to be done but regard it as fixed and eternal?

Would Mr. Parish maintain that the interest of his "important lending and investment" agencies in having landlords left free to raise rents as much and as often as they will, is forever paramount to the interests of that 90 per cent. of a population of 5,500,000 which, it is estimated, pays rent?

Would Mr. Parish maintain that the city's credit cannot hope to survive the slightest change in the present attitude of the Government toward real estate unless such change recognizes that landlords and realty middlemen must be the last of all elements in the community to make substantial sacrifices?

If so, Mr. Parish must be singularly ignorant of the extent to which London, Paris and Berlin long since tightened their hold on realty and rents without thereby ruining themselves, and also singularly blind to what Government in the United States has been doing to regulate the price of food and other necessities—despite loud protests—like those from Mr. Parish's "important lending and investment interests"—that economic law was being outraged.

The war has shown New York what other big cities of the world began to see years before the war: That in congested centres private speculation and the law of supply and demand cannot be left by themselves to solve the housing problem.

In his book on "The Modern City and Its Problems" (1914) Dr. Frederic C. Howe states the case:

Neither private capital nor philanthropy can be relied upon to provide a sufficient number of houses in a growing city. The reason for this is that, generally speaking, there is more money to be made in holding land for speculation than there is in building houses. In growing cities land values increase at four or five per cent. per annum. This is the experience of European and American cities. There is less risk, hazard and trouble involved in keeping land out of use than in the building and management of tenements. In consequence, men speculate rather than build.

In the City of New York at the present time, out of 566,127 separately assessed parcels of real property, 193,634 are vacant—more than one third.

To meet a similar situation the city of Vancouver, B. C., abolished taxes on improvement values entirely, with the result that the following year the value of house permits increased by 100 per cent.

"The economic motives operative in other businesses," Dr. Howe points out, "do not apply with the same force in the building of houses, because of the identity of the housing problem with the land."

We now recognize that there can be no competition among gas, water, street railway and other natural monopolies. The traditional laws of competition do not operate in this field. The same is true, although to a less degree, of house building, for the laws of supply and demand are not adequate in house building either to erect a sufficient number of houses or to keep rents down to a reasonable figure.

Nothing could be more false than the notion that New York must fly in the face of precedent, strike out on untrodden paths and cause irretrievable financial loss in seeking to get a firmer grip on realty and housing problems.

A thorough study of facts and figures in the light of the experience of other cities may well lead to readjustments of taxation policy which will prove of untold future benefit both to realty development and to real payers.

In any case, the city's credit is far too solid a thing to be shaken by a showdown such as The Evening World urges.

Neither the credit of New York nor the welfare and progress of its five and a half millions rest upon a guarantee that Mr. Parish's "important lending and investment interests" and the realty conditions to which they have adapted themselves shall be left unquestioned, undisturbed, unchanged in perpetuity.

### Hits From Sharp Wits.

War bread must make the baker feel like a butterfly, flitting from flour to flour.—Philadelphia Record.

What worries the average parent is not so much the self-determination of small nations as the self-determination of small daughters.—Columbia (S. C.) State.

It is easier to get the best of an argument than it is to prove you are right.—Chicago News.

Give us this day our winter coat.—Toledo Blade.

It's easier to get a man and try to make a husband out of him than to get a husband and try to make a man out of him.—Birmingham Press.

May the letters to our boys soon be addressed to "Somewhere in Germany."—Nashville Banner.

After a man once reaches the top he never talks about the surplus room up there.—Chicago News.

The secret of a happy life is to keep on waiting it after you've got it.—Birmingham Press.

Lift up your heart and sing with glee, potatoes are in bloom; there's beans enough for you and me, and roses deck the room.—Baltimore Sun.

To many a sweet young thing the principal problem of naval strategy is the question whether Jack looks best in a blue suit or a white one.—Charleston News and Courier.

The man who marries a widow usually finds out that he is the successor to her ideal husband.—Chicago News.

## The Fight Behind the Lines!

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By J. H. Cassel



## Mrs. Rip Van Winkle Returns

By Helen Rowland

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"Everything Was Changed, New, Unfamiliar, as Though Fairy Had Waved a Wand Over the Whole Town."

**H**ere I started blithely up the avenue, never DREAMING of the startling surprise store for me—  
Until, suddenly, I realized that everything was strange!  
Everything was CHANGED, new, unfamiliar! It was exactly as though a fairy had waved a wand over the whole town.  
The same shops and buildings were there—  
But the shop windows were filled with the ODDEST things!  
Hats, such as I had never seen the like of before—  
Gowns of the queerest cuts and colors, and weird and wonderful garments of all sorts.  
And the WOMEN!  
I rubbed my eyes and pinched myself.  
And then, all at once, I knew that it was I, not they, who was "queer."  
I glanced down at the antique suede pumps on my feet—and shuddered!  
For not a single blessed woman had on suede pumps; they all wore shiny, coffee-colored oxfords!  
I peeped at the reflection of my ancient head-gear in a window mirror and almost laughed out loud.  
It looked so funny in that vast forest of huge blue picture hats!  
I shrank painfully in my little khaki-colored suit, with the short skirt and sport-coat.  
As I looked about and perceived that every mortal woman was wearing a long hobble-skirt, with a voluminous cape.  
Topped by a bright silk hood.  
I pulled my fox fur tightly about my bare throat.  
As I suddenly realized that I was the only human being in a low collar.  
And that all the other women had their necks "fenced in" with spiked "hookers."  
And then I tried to drop the fox fur down a coal hole.  
For, lo, there was not another fox fur in sight!  
I felt just like MRS. RIP VAN WINKLE!  
Or like Cinderella, or Father Time, or Dame History!  
It was execrable, inexplicable, unbelievable!  
I hurried guiltily out of the sunlight into the first hotel I reached, and huddled down into an obscure chair to think it over!  
And THEN—  
A man sitting near me threw down a newspaper and I saw the DATE on it.  
And, all in a flash, the truth dawned on me!  
I had been away from Fifth Avenue FOR A WHOLE WEEK!

Oh, yes,  
I know that there is a war going on.  
And that the submarines are at our shores.  
And that Uncle Sam has ordered MEN to give up their beloved pocket and relinquish the sacred cuffs on their trousers, and the funny little belt they love so.  
And all that—  
But, my DEAR! How can a woman stop to think of little things like these.  
When she is SO busy—changing from pumps to oxfords!  
And so, while the poppies of France are withering beneath the shells and gas.  
The orchids of Fifth Avenue continue to bloom—and to change their petals  
Every seven days!

## How I Pick a Young Man for Promotion

"It is the Young Man Who Sees Through His Own Eyes, and Not the One Who Expects His Superiors to Do Most of the Seeing for Him, Who Will Advance Rapidly."

By Justus Rupert

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**T**WO qualities which I consider essential in a young man whom I pick for promotion are integrity and reliability.  
However, in addition to these fundamental elements of character, observation is a very important asset for the employee who hopes to succeed in the export business.  
For without the faculty of keeping his eyes open and the ability to profit by the result of his observation a young man cannot attain any degree of success.  
It is the one who sees through his own eyes, and not the one who expects his superiors to do most of the seeing for him, who will advance rapidly.  
The export trade of our company is carried on with Central and South America, Venezuela and Brazil being the countries with which we deal principally.  
An employee, if ambitious, will acquire a technical knowledge of the markets of the various countries to which we sell goods.  
We export everything from a needle to a locomotive. Our salesmen must keep themselves informed of the needs of particular localities, and they must also have an up-to-the-minute acquaintance with the demands of the merchants who buy through us.  
Employees are enabled to keep themselves informed of the requirements of our South American customers by a careful study of the correspondence which we receive from them.  
Of course it is necessary that a young man having business connections with the Latin countries shall acquire a knowledge of Spanish.  
An employee who observes our correspondence intelligently will notice that here and there may be a falling off of orders of certain commodities on the part of certain customers.  
The observant young man who is conscientiously keeping track of our orders will try to ascertain why the orders have ceased. If possible, he will re-establish the orders.  
An employee who has nothing to do directly with our purchasing or selling department in walking by a shop may, for instance, notice that there is a sale of oil stoves. It may occur to him that at the low figure at which this merchandise is being sold it would be worth our while to purchase a supply for future South American trade. He makes a point of telling the head of the purchasing department about the bargain in oil stoves.  
No doubt that young man will be made an assistant buyer or salesman and in time he will be advanced to the position of head salesman.  
One of the most menial, at the same time one of the most important, tasks in the export business is the packing of merchandise.  
The men who hold responsible po-

sitions have no time to superintend this packing. The employee in charge of shipping must use his discretion so that packages are lightly as well as durably packed.

It is without exception the young man who keeps his eyes open and who can be trusted to do his work without continual supervision who will be considered worthy of promotion.

## The Jarr Family

By Roy L. McCardell

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**"W**HERE you been so long?" asked Gus sulkily. "Have you become a prohibition-er?"  
"I've been busy, Gus," explained Mr. Jarr. "This is the first chance I've had to come around."  
"You can't come around me," grumbled Gus. "When a feller stays away from my place and don't come in, then I don't want to never see him when he does come in. I don't mean it only for business, but you needn't never speak to me, and we'll be friends with a grudge. I can't be swunked that way!"  
"The word is 'swank,' not 'swunk,'" remarked Mr. Jarr. "It's English slang. The only thing imported since the war."  
"The war has got me noxious," complained Gus. "It has parted together everybody but relations. Swartz, the brewery collector, was just in and was telling me that the distillers has made millions because distilling was stopped and the hard stuff went up in price like jewelry, but the breweries can only make beer with 2 per cent. alcohol and it won't keep. And the family growler trade is gone to nothing, at 20 cents a pint for beer. So the breweries is closing down, and beer with 2 per cent. of alcohol won't keep like the hard stuff, which is 40 per cent. alcohol, and his brewery is laying off men."  
"Let them enlist," suggested Mr. Jarr.  
"If they are over age they can't," said Gus. "You remember Herman Blots, what was so strong that he could carry a barrel of ale? Well, he gets laid off and he joins a circus as a Huckle, which is a strong man, and no matter how much iron they put in a barrel he can lift it. Well, the circus goes to Canada and Herman gets adjourned."  
"Interned, you mean," said Mr. Jarr. "Serves him right. Why didn't he become a citizen?"  
"He was a citizen, and a good one. He voted three times one Election when Rufferty, the builder, ran for Alderman. But it was the cannons we got it!"  
"Cannons did what?" asked Mr. Jarr.  
"Why, the circus put on a military act, and Herman used to come on after the battle and carry off the cannon and chuckle the cannon balls in their work. When Alice died, Phoebe lived only six months after, and the two who had been so united in life were united in death. One of Alice's most beautiful poems begins:  
"Among the beautiful pictures  
That hang on memory's wall,  
There is one of a dim old fellow  
That reminds the best of all."

## Who Is Your Namesake?

Famous Characters in History and Fiction Who Have Borne the Same Given Name as Yours.

By Mary Ethel McAuley

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**A**LICE.  
Thomas and Alice du Closby is in a poem by Coleridge.  
"Alice May" was the name of a drama by Edward Fitzball and it was played in London in 1852; "Alice-Sit-by-the-Fire" was a comedy in which Ethel Barrymore starred a number of years ago and made a great success; "Alice Grey or the Suspected One" is the name of a domestic drama, and there is an Alice in Shakespeare's "Henry V."  
Alice was the name of the sister of Robert the Devil; Alice Grey is in the "Bride of Lammermoor"; Alice was the daughter of Elip Van Winkle; Alice was the name of Tennyson's "May Queen" and also of the "Miller's Daughter," and Alice Fell is in a poem by Wordsworth.  
Alice Roosevelt is the daughter of ex-President Roosevelt, who married Congressman Nicholas Longworth at the White House when her father was in office. Alice Neilson is the comic opera star, who made her greatest success in the "Fortune Teller," and Alice French wrote under the name of Octave Thanet. She came upon this strange pen name just by chance. When she went to the school she had a roommate by the name of Octave, familiarly known by the name Octavo. The Thanet she saw by chance on a passing freight car, and the combination struck her fancy, and she used it. Some of her most popular novels are "Knights in the Sun," "Otto the Knight" and "We All."  
The names of Alice and Phoebe Cary are inseparable, although Alice, the older of the two sisters, led in their work. When Alice died, Phoebe lived only six months after, and the two who had been so united in life were united in death. One of Alice's most beautiful poems begins:  
"Among the beautiful pictures  
That hang on memory's wall,  
There is one of a dim old fellow  
That reminds the best of all."

## Why Isn't It Hotter Nearer the Sun Than Away From It?

**W**HY is the air generally much colder a mile above the earth than near the ground? The heat of the atmosphere comes from the sun, but by a somewhat indirect process, explains Popular Science Monthly. The incoming sunbeams are only slightly absorbed by the dry air at high levels, and so have little effect on its temperature. In the lower regions of the atmosphere there is always a considerable amount of water vapor (water in the form of gas), and this substance has a relatively large capacity for absorbing heat from sunshine. Lastly, the earth absorbs all the heat that falls upon it and then gives it back by radiation or conduction to the air above it. Thus the atmosphere is mainly heated from below and not from above. Air heated near the ground tends to rise, but it cools rapidly in rising. As it reaches higher levels the pressure upon it is less; it expands, pushing away the surrounding air, and it uses up in this work some of the energy that it originally possessed in the form of heat. This process is referred to by scientists as "adiabatic cooling."  
This explains why the heat of summer often seems to come up from the ground rather than from the broiling sun above.

**NEWEST THINGS IN SCIENCE.**  
Some sugar refineries at Hattah have installed furnaces that burn heretofore waste molasses as fuel, molasses being valuable as a fertilizer.  
Ventilators that can be attached to any shoes, through which air is circulated by the motions of walking, have been patented by a New Jersey man.  
To save time for circusmen in moving a wagon has been invented that carries a huge pool upon which tanks can be rolled, horses providing the power.

The world's shortest tree is the Greenland birch, which grows less than three inches in height, but frequently covers a radius of two or three feet.  
An inventor in New Jersey has brought out a sliding door for automobiles that is opened when an electric button is pressed and is closed by spring.